Nurhan Erköse

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GAZETE

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A NEW HOME FOR ULTIMO & OPTIMA

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The growing business scope of ULTIMO, as well as the increased demand for OPTIMA's TEXTILE LABORATORY and QUALITY CONTROL SERVICES led us to move out of the offices we have been occupying for the past twenty years.

We have now completed our move to our new premises, which we refer to as ULTIMO's and OPTIMA's new HOME. It is indeed a comfortable home environment, located in a garden full of fruit trees, flowers and vegetable grows. We cannot help but succeed in this beautiful and comfortable surrounding. Next spring tulips will bloom in our garden. Tulip bulbs, originally pressented as a gift to Holland by Ottoman Sultans, are now returned to Turkey as Hema's gift to ULTIMO's new home, accompanied by the beautifully chosen words of Director Bart Spoorenberg: "If you plant them in time you will see new life in early spring and flowers in mid spring. I hope the flowers shall convice you of love and respect from as many buyers as flowers from a country / company that counts on your help."

Please do visit us in the near future, perhaps next tulip season, and give us an opportunity to extend to you our hospitality and our experienced services with the improved and increased efficiency this new HOME provides.

From The Editor

Communication and informatio sharing is the most essentia asset of international busines relations. This publication i intended to offer, a small, bu in our minds important contribu tion towards this result. Whil TURKEY is rapidly emergin as one of the most attractive an reliable markets for the interna tional trade of textile product lamentably there is still a sub stential lack of knowledge abou the country itself.....

This is in line with the overa strategy of the ULTIM Group, which calls a true info mation exchange between t manufacturing countries and t buying markets. This is t reason why we offer this uniq journal, in addition to the sta dard publications through whi anyone who is interested to lea about Turkey may easily fi any and all relevant inform tion. It is also a precise sour of information through which voice our activities, the mo recent developments.

This is an amateur effort on o part and our GAZETE is product of our simple friend reach for your attention. It not an official voice, and it not a professional approach increase business, to sell or promote..... Have fun goi through the columns of this s ond issue of our GAZETE.

.....and if we are lucky enou a little bit business on the s would not hurt.

HOW TO BECOME A BUYING AGENT

There is no such thing as the ideal background to prepare a person to become a successful Buying Agent. It takes several skills and personality traits, and naturally there are certain personalities that would immediately disqualify.
A personal attitude of welcoming opinions is a good starting point. Learning ability through experience will prove to be a plus. Hobbies such as kicking bricks with bare feet and the learnt ability not to show the signs of pain is a certain aptitude for the position.
I do not know exactly how a person choses to become an agent. What sort of education and preparations he would go through to become one. It is expected to take careful planning, goal setting, and a thorough method of decision making, like it should be in the case of any serious lifetime career planning.
Well, this is not exactly how it happened with me. I have started my career as an Attorney at Law, following my studies of Law, as an apprentice lawyer in the Family Law Firm, with great interest in International Transaction and Commercial Law. A textile import company in Finland has changed the course of my career plans when they submitted their legal case to our Law Office, to clear their reclamation over some severe quality defects of the merchandise purchased from a Turkish supplier.
Their complaints and disappointments have caused me embarrassment. They felt cheated and deceived.
While the legal dispute found its settlement through the care of our law office, my main concern had become to find ways and means to change our client's negative opinions about the Turkish Textile Industry and about the capabilities and good intent of the people who run it.

Could their confidence be won back?

Could the Turkish Manufacturers produce in an acceptable quality level to match the international quality standards?

Could I play a role to prevent such negative developments by getting involved at the initial stages of such transactions?

This must certainly be possible.
But how?

Could I achieve this by following up the production phases step by step?

Do I know enough about the technical aspects of manufacturing to achieve the quality required?

What does it take to be of any help in drawing up a purchasing agreement?
What sort of responsibility can I assume. within the framework of my legal profession, in order to help to initiate, and carry on, a healthy relationship between the buying and the selling parties of international transactions?
Lawyers, especially during that particular era, were only to act in settlement of disputes and conflict of interests, while I was more interested to act to prevent conflicts and not to allow misunderstandings to hinder what could easily be a long term business relationship amongst the parties involved. I seemed to be more interested in achieving this task than in any other thing I was involved in at the time.
I therefore volunteered my amateur "follow-up" services, when my client reluctantly decided to place a repeat order with his supplier.
I have volunteered to "follow-up the production process" and "to check the quality" of the merchandise produced subject to the purchase agreement. In this particular instance my volunteered services were to continue until the reordered deal was to be completed, produced merchandise matched the order specifications and the delivery duly made was completed with accurate documentation.

What did I know about all of these services which I had promised? Did I need to know anything? Does any one? Is there such a thing as an "ideal background" to prepare a person to what I have offered to do ?
My promises were meant to be only for this one particular case, . . . because I felt embarrassed for what had happened to a foreign buyer; because I felt I had to change a foreign buyer's negative opinion on Turkey; but also because at this one instance my naive instinct allowed me to step into a situation beyond my competence. I knew I was "a fool to rush in where angels would tread". But I also knew that "heaven is full of angels and few of the fools are dead."
Alright, so what in goodness name does this have to do with the career I was prepared for? I have offered this additional services to my client in haste, and it was readily accepted, without questioning my capabilities of dealing with the situation. I was thinking of accomplishing all that I have promised in my free time, completely apart from my legal tasks as a lawyer. and totally independent of my professional commitments - almost like a hobby.

Feeling a little better?

Well it did not turn out to be what I had imagined. Soon I realized that not only my inadequecy was an obstacle to achieve all that I have promised, but also the time limits had been a reality I had to face.

Next step ?

To find a competent professional to hel me out. Not too far of search: Mrs Leyla Erozenci, at the time a dress maker by profession; my Mother; and now, my partner in Ultimo for the past twenty years. It was with her help and through her professional perfor mance that I have achieved all which had then promised to my client. And fur thermore, it is with her continuing assis tance that I have accomplished all tha made what ULTIMO and OPTIMA i about today.

My client's letter of appreciation followec with generously expressed gratitude fo what I had done to complete his transac tion to his satisfaction, also specifically indicating that :

> " if only there was a person to follow up my interest in Turkey, would I then, without hesitation, carry on with my purchases from Turkey."

What did he really mean ?

All of this had happened some twenty odd years ago, and here I am, doing what I have been doing ever since.
I believed in the future of the Turkish Textile Industry, I believed in the honesty and the capability of the Turkish people. The quality workmanship, the resourcefulness, productivity, and the strong intend I have witnessed amongst the Turkish Textile Manufacturers are world class, nothing less. These capabilities combined with the drive to learn and to improve, and the courage to overcome the prevailing limitations undeniably brought recognition to the Turkish Textile Industry within worldwide competition, and thus carried me into a totally new profession, worthy of every effort which went into.
Naturally I have always used the "knowledge" and the "experience" which my background provided, -to whatever extend it may have been of help within the field of "Buying Agency". However, I have certainly ended up doing what I could not have imagined to do, while studying Law, or working as an Attorney.

OK, I am a lousy career planner. But I sure am lucky to be involved in such a dynamic, challenging, rewarding profession as a "Buying Agent".

by A. N. Yarsuvat

WE INSIST ON QUALITY

Quality Through People

In GAZETE's last issue we focused on *"quality"* and declared the year 1994's motto as *"quality* in service".
In the course of this year, parallel to our efforts to achieve and to maintain the targeted *quality,* we have soon discovered that

"PERSONAL *QUALITY* IS THE BASIS OF ALL OTHER *QUALITY"*

Needless to say, a service company must produce and deliver what would satisfy the customer's demands and expectations. This will be called the *"quality* of service". The *quality* of service can only be possible by the contribution of people with a high level of personal *quality. Quality* experts have traditionally focused on "product" *quality* and on the *quality* of the "producing companies". Along the way little attention has been paid to the *quality* of the people whose efforts are crucial both for product *quality* and for service *quality.*
The best place to start *quality* development in an organisation is with the individual's performance and attitude towards *quality.*
Personal *quality* starts a chain reaction of *quality* improvement - a *quality* development process.
The purpose of any *quality* development is to close the gap between what people actually do and what they could do if they did their best.
Personal *quality* leads to a *"quality* culture" which then influences the organisations.
Team *quality* depends on the performance of each individual. The external appearance of the service *quality* will never exceed the internal service *quality*.
In other words, personal *quality* is the basis for all other *quality*.
We believe that a company with *"quality* culture" satisfies the customers with the services of superior *quality.* Satisfied customers translate into better financial results, an improved image and a brighter future.
The *quality* of the service we provide is the basis of the image we wish to build. The most successful result can be achieved by optimum use of resources. And no doubt, the greatest untapped resource is the energy, the imagination, and the resourcefulness of the people.

IN A NUT SHELL

THE TURKISH ECONOMY has for many years been making significant advance in the industrilization process. In was only after 1980 Turkey first began taking measures to establish an open, competitive and market oriented economy. One of the major policy changes were the liberalization of "imports", which sought, in particular, to minimize protectionism; encouragement of foreign investment inflows; tax reform; modernization and privatization of national industries; the institutional development of financial markets and floating currency system; etc.....
The economy showed an impressive response to these measures especially through a booming export activity. In 1991, though, it suffered a severe set back through Turkey's participatiou in the embargo on Iraq after the Gulf War.
Yet, the the growth rate of the GNP was 0.3% and exports increased 4.9% in nominal terms and reached 13.5 billion Dollars. Imports decreased 5.6% and were realized at around 21 billion Dollars. As a consequence of these developments, 9.3 billion Dollars trade deficit fell to around 7.4 billion dollars. The decrease in the trade deficit increased the export / import ratio from 58% to 64.5%.
In this positive economic environment, the revitalization of investment, production and export activities gained further importance. Thus, in 1992 a new economic stability programme has been adopted. This program seeks to restore Turkey's real GNP growth to 5.5% as anti-inflationary measures and policies are put into practice.
Under today's conditions, Turkey's long term objectives to maintain stability and be integrated with the industrialized world will have smooth existence.

EXPORT POLICIES of all governments, regardless of their political views have always been in favour of producing for and selling to export markets. The inadequecy of resources and the shortage of foreign exchange continued to be the major problems facing the Turkish economy. Turkey has been short of domestic financial resources as well as the adequate amount of foreign currency. As a result, desired levels of development have not been reached over the years. Under the liberal economic model, since 1980, the governments tend to provide various incentives for promoting foreign currency generating activities. Whichever political party may come into power to govern the country, regardless of the political points of view they may be representing, the country's need for the inflow of fore exchange, has and will always call fo special recognition of export activities support provided to the production inc try geared to supply export markets. importance of exports for the developn of the Turkish economy has been q evident. Consequently, to encour exports had been inevitable and to ens the Turkish products' ability to meet international competition has becom must.

INCENTIVES for both domestic foreign investors have been stipula in various laws and decrees. All incenti originate from the central governme through an agency within the St Planning Organisation. In accorda with this objective, legislative ame ments came into effect in March 19 and the law is being revised and upda frequently to meet the current demands The incentives employed in this model encouraging an increased flow of exp generally provide financial benefits to exporter. All exporters entitled to benefits of the incentives may enjoy advantages inherent in these measures. The effectiveness of a number of inc tives cannot be specified clearly si they are incorporated into general exp ditures. However, their global evaluat is frequently made and publicis Domestic and foreign investors in cer sectors will always be privileged incentives and / or exemptions. Cert investments favoured by the countr interest are also supported in similar m ers. For particular sectors and produ which the country's economy is in n of, the Government aims to encour production both for the domestic use well as for the export markets.
Investment incentives may be classif as:

-cost reducing incentives;
-income increasing fees;
-reduction of risk costs;
-facilitating the financing of th investments.

These incentives can also be categori as:

Tax benefits:
Economic Benefits;
Pecuniary support;
Availability of certain opportunities;
Customs exceptions;
Low interest credits;
Accelerated depreciation and revaluation

The greater part of the incentives provi for exporters consist of pecuniary bene financed by the treasury.

Have You Ever Been To Turkey on Vacation?

Oh, are you just back from TURKEY?
From a sightseeing trip? From a ''blue voyage''? From a seashore village? . . . and you would not really be thinking to repeat it at the moment, because you think you have covered it all. Yet, there is still so much to see and to do!

Or, was it some time ago that you have had a vacation in TURKEY? . . . and you are now wondering if anything has changed since! Being a socially dynamic and economically developing country, of course it has; and is changing almost by the day.

Could it possibly be that you have never had a holiday in TURKEY? . . . only in and out of the country so many times for business! . . . only having seen the massive concrete, muddy roads and traffic chaos! Yet, the beauty of Bosphourous is breath-taking if you are not merely passing by, rushing from one appointment to another. Black Sea cost, Eagean shores, Anatolian villages scattered on the mainland, Toros mountains and forestry, are only a few of the picturesque sights.

You cannot possibly be asking what there is to see? Of course you are informed. You must have already heard of Capadocia - the surrealistic lunar like terrain produced from a series of volcanic eruptions millions of years ago. Well, we shall not even attempt to tell you all that you may be missing. It is already very well said. We do not intend to point out the ''magnificence'' which has already been presented in so many ways by the travel agents, guides, and experts.

Or could it be that you do not enjoy the combination of the sea, sand and sunny beaches? In that case, what is it to you if Turkey has so many beaches all through the west and the south cost of the Mediterranean; spotless blue sky; bright sunny days; cool evening breeze; starry nights; . . .Do come to Turkey only if you would enjoy these!

Would you be hesitant to vacation in Turkey because it is too ''far'' from home? You may be right, if you did not yet compare to find out that it is give or take a three hour flight from most airports in Europe.

Would you be worried to visit Turkey because of the terrorism which is a threat to Turkey, as reported in the media? Indeed security has been our main concern in this terror stricken world of ours. Yet, can it be claimed, in all fairness, that any country is immune from the international terrorism , except those of one time "police states" of the communist regimes.

Would it bother you because the people in Turkey are of a different culture? . . . a culture in which hospitality, and a way of giving prevails in all forms of attitude. Of a different religion? . . . a religion which recognizes and respects all other religions, tolerates all beliefs. The only way to find out is for you to come and experience.

Would you by any chance be interested in History? Archaeology? Mythology? Architecture? The patina of History is everywhere in Turkey. The country is ancient and it shows its age.

Would anyone come to vacation in Turkey to particularly practice his sports? Not if sailing. yachting, mountain trekking. scuba diving, skiing, rafting. mountain biking are not your type of sports.

Is "food" amongst one of the incentives to set your vacation plans? . . . who thinks about good food while vacationing? Delicious Turkish food, with a rich variety of recipes only to compete with the three most famous kitchens of the world: CHINESE, ITALIAN and FRENCH! Abundant fruits and vegetables to chose from, at almost the same cost value as a bottle of drinking water? Have a taste!

O.K. You are just back from your vacation. Back into your office taking care of the backlog piled up during your absence. You have so much to do; to catch up; to cover. And here we are asking you to plan your next holiday. And we are suggesting you to consider a holiday in Turkey. Yes we do! . . . But only if you enjoy the sea and the sun, if you're involved in sports, if you're interested in history, mythology, archaeology, photography, fond of good food or enjoy getting to know the people of other cultures. But most of all if

YOU WANT TO SPEND LESS AND GET THE UTMOST.

Should you agree with any of the above, you probably need an experienced well informed travel agent, locally operating in Turkey, in addition to the one you may already be in touch with in your home country. We recommend the following three:

Capadoce Tours;
Inönü cad. 31/2 - Taksim ISTANBUL
Tel.: (212) 251-0066 / 251-2300
Fax : (212) 251-3484

Türk Express;
Cumhuriyet cad. 91/1 Elmadağ ISTANBUL
Tel (212) 230-1515
Fax : (212) 233-9373

Transorient;
Cumhuriyet cad. 211/2 Harbiye ISTANBUL
Tel.:0(212)233-6822
Fax : (212)230-6359

HAVE A NICE VACATION IN TURKEY